

VANILLA TIMES
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COURTESY OF
XXXVANILLA
DOTCOM

BEAVER RIOT



TRIPLE XXX VANILLA JOINS FORCES WITH THE NORTH COAST LAND CONSERVANCY

in an effort to keep beavers in our wetlands
and woods instead of in our yogurt and ice cream!

STOP BEAVER OPPRESSION!

Along with the great adventurers and all those

Beavers are amazing little creatures that most people seldom take time to even consider. We don't think about them. We certainly don't think about all they do for our ecology, or how terribly they have been treated by man over the last few centuries. Almost no one is aware of the fact that we may be regularly ingesting beaver or rubbing beaver on our skin in the form of flavorings and scents.

In actuality, the beaver played a major part in the development of America. Europe saw the colonies as little more than a place to send their unwanted.

wonderful ancestors of ours who came looking for a better life, America was Europe's dumping ground to rid itself of religious zealots, surplus peasants, and those that just didn't cut the mustard. Shipping off loads of the populace kept European famine at a low, and kept the strongest and smartest around to improve the gene pool. But those Europeans changed their tune when the beaver pelts started showing up as America was chalk full of beavers just waiting to become coats and top hats for the well to do.

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THE HISTORY OF TRIPLE XXX VANILLA

It all began with an addiction. Baking Addiction, and I had it bad. I was constantly trying new recipes, adapting and improving, mixing odd flavors. It was fun at first, but soon I was hooked.

It started when my father subscribed me to “Quick Cooking” magazine following my marriage, from there it spiraled. Then, in 2009 I began running a small lunch counter at a little public golf course in a small beach town. It was great to be able to bake something every day and offer it to the members and customers. After a while I had a small group of devotees who would come in to buy my goods almost daily.

When I got laid off in the winter I could not stop baking every single day, my husband begged me to stop telling me I was killing him, and then as my meager unemployment dwindled he worried I was spending too much money on “butter and sugar”.

In an effort to save money, I bought a bulk of vanilla beans and made my own extract. Then I started researching vanilla beans and various options, soon I was making vanilla extract with numerous kinds of beans and numerous kinds of liquor, testing them all and our tiny kitchen which began to look like a mad scientist lair full of various sized jars of brown liquid with cryptic labels taped on.

I was told, I needed to find a way to make money with this obsession and thus, Triple XXX Vanilla was born!

WHY CALL IT TRIPLE XXX VANILLA?

Somehow, and very erroneously, vanilla has come to describe things that were boring, vanilla houses, vanilla theater, vanilla sex. How could this erotic, sexy, and enchanting spice be used to describe that which is dull or mundane? Determined to change that and with the realization that all of my products are Three Fold or Triple Strength, Triple XXX seemed to aptly describe the contents therein each bottle.

WORLD'S GREATEST VANILLA THOSE ARE STRONG WORDS!

Yes, yes they are. And I stand behind that statement. From my own experimentation, and baked goods, from my devoted repeat customers, everyone who has tried my products agrees, these are the best. This is a small business founded on love not profit, soaking super potent vanilla is what I am determined to do, not cut corners. There is not sugar in my products (except the sugars of course), no additives, no weird stuff, no artificial smell, just pure, wonderful, high quality vanilla beans.

A COUP D'ETAT OF A COUP DE GRAS AT THE FDA

We are under siege, this is an attack, not from some outside government, but our own and the weapon is food. Sure, we have all heard of GMOs, and we know about the cancer rates of lab rats fed High Fructose Corn Syrup. It has been revealed that foods such as Velveeta cheese includes Trisodium Phosphate, commonly known as the cleaner TSP, but wait, what about the stuff that actually sounds safe, the stuff the FDA calls “natural flavoring”?

This is the coup d’etat of GRAS, it’s a war on people by our food manufacturers, “GRAS” meaning the Food and Drug Administration’s acronym for “Generally Recognized As Safe”, and while it certainly is natural, don’t you want to know when you are eating crushed beetles, wood pulp or beaver scent glands? Imagine all of the health conscious people enjoying “Natural Vanilla Flavoring” in yogurt or soy milk, and never suspecting that “Natural Vanilla Flavoring” has absolutely nothing to do with the vanilla bean. Instead that it made from such delicious items as lignin, a waste product from paper mills or the dried scent gland of a cute and furry beaver. Delicious!

Now you say there is no way the FDA would allow us to be fed wood, but, we actually eat it in foods all the time as cellulose. Yep, it takes the place of flour, oil, or binders in foods we eat everyday, and especially processed food. And while it won’t hurt your innards (it is GRAS after all), it contains no nutritional value for man or beast. Lignin which is used to replicate the great taste of vanilla is derived from wood processing and often produced by paper mills as a waste product. Lignin is celluloses thicker sister, and it isn’t just used to make “Natural flavoring”, it is also used in animal feed,

com) fell prey to the denial. They claimed to have done their own informal investigation in which they called 5 different companies “that manufacture both natural and artificial vanilla, vanilla extracts, concentrates, distillates, powders, and flavors”. Some responded it in their own special flowery corporate lingo, ““The flavor itself contains proprietary information that cannot be shared but it’s made from a combination of raw materials”. They did not however contact ice cream makers, soda manufacturers, yogurt producers, cookie makers, and other large scale food manufacturing companies who are much more likely to buy flavorings from large flavoring companies, not extract producers. Of course who can blame them, after all what vegan wants to consider they may have been ingesting beaver excretions?

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wallboard, adhesives, and even kitty litter. Is your stomach growling yet? Mouth watering? Yeah, me too.

The company website for Pure Lignin Environmental Technology (purelignin.com) boasts the ability to turn everything from pine sawdust to corn husks into the highly valuable substance, which sells for \$1100 1400 per ton. Aside from creating “natural vanilla flavoring” approved by the FDA, it also can be used to make the the fuel of the future, pesticides, and emulsions for asphalt. The Canadian company is ready to get franchisers up and running, promising a break even on investment in less than two years.

Perhaps even worse, is the use of beaver glands to make FDA approved ‘natural vanilla flavoring’. When celebrity chef, Jamie Oliver spoke up about the castoreum from a beaver being commonly used as a vanilla, raspberry, and strawberry flavoring on the David Letterman Show, companies jumped to deny the claim. Some were emphatic, even The Vegan Resource Group (vrg.

VIVA LA VANILLA

The revolution is here, the time is now to fight. No more will we accept fake vanilla in our foods! No more will we accept poor quality Vanilla full of fillers, sugars synthetic and animal byproducts! The time is now for action! Triple XXX Vanilla calls to you the untapped fighter in the war against the people to stand and be counted!

Refuse to accept poor quality vanilla, refuse to accept store bought vanilla! Defy the powers who desire to keep us opposed and keep our vanilla growing brethren oppressed! Fight against those companies that force the sugary slew upon us, battle those that use synthetic vanilla or worse yet those that add so called "natural flavors" to their products to fool us with false smells and tastes at the expense of our forests and the animals that dwell within them. Make them stop the destruction of the world!

Make your own! We call to you to make your own!!! Make your own vanilla extract, and even though the time can seem long and the fight can appear unwinnable, we will win! Your vanilla extract will be better than that in ANY store, or one any shelf, it will be safe and delicious and made with your heart and your soul, and our heart and our soul, and that of the vanilla bean and those that love and care for the vanilla bean.

Put the lying, cheating extract companies out of business! Destroy them! Save yourselves, save all of those who eat that which you make with your own pure, magical and marvelous Vanilla Extract! The vanilla bean is a mystical plant, it has power and magic, it can heal the sick with its very aroma, it can make every thing you cook or bake with it taste better! It can be used over and over in a myriad of ways, and utilized again and again with just simple and basic care, to sweeten your home, to dazzle your taste buds.

You have the power to make the world's greatest vanilla, do not deny it, do not deny yourself. Stand up and say extract companies be damned, I make my own Vanilla Extract! Do this and you will be a hero in your land!

CONT. FROM PRIOR PAGE The idea of contacting extract producer about the use of castoreum use in foods is kind of like calling rubber tree farmers to see if a certain brand of tire is good quality or not. Or asking an adhesives factory which brand of tape is better Scotch or 3M? On the other hand, snopes.com looked into the claim and calls the statements made by Jamie Oliver "True". Confirming that the ingredient is being used in soda and ice cream, plus gelatin, candy and ice tea.

The uncovering of the FDA's "Generally Regarded As Safe" or GRAS has been happening for ages. There is actually a huge book that outlines all of the incredible "natural" substances the FDA thinks are okay for us to ingest, it's called "Fenaroli's Handbook of Flavor Ingredients", by George A. Burdock. It even gives the annual amount of consumption, and in all honesty castoreum is small potatoes, only 43.33 pounds per year, which means a little castoreum goes a long way, and meaning there probably aren't labs full of beavers bred in captivity for their scent sac, at least let's hope not. It appears instead these sacs come from hunters and trappers who sell or use every part of the beaver, the pelt, the meat, and of course the valuable castor sac, which are on both male and female



beavers. This may be a small consolation to the vegetarians or vegans who believed themselves to be in the clear of meat products when they drank soy milk or iced tea.

Fact is, we as food eaters need to be aware that what the FDA calls "natural vanilla flavoring" has literally nothing to do with the exotic vanilla bean, nothing at all. And it isn't just vanilla, the same goes for many "natural" products, from your castoreum infused raspberry iced tea, to the carmine aka crushed beetle shells that make your strawberry yogurt pink, when they speak of natural, they just mean it is not synthetic, and that it has no known harmful affects to people. Some FDA approved flavorings are clearly listed as "not found in nature", but they too are considered GRAS.

What can you do? It is simple, read labels and become informed, flavor foods like yogurt yourself, make your own iced tea, make your own bread or buy from trusted producers who feel as you do. Use real vanilla beans, make your own vanilla extract, it's easy and will be better than anything in a store.

Check out Triple XXX Vanilla for real vanilla products, made only with real vanilla beans, <http://www.worldsgreatestvanilla.com/> Save a beaver, use real vanilla and Triple XXX it!



BUY VANILLA NOW!



ORDER ONLINE AT
WORLDSGREATESTVANILLA.COM

DO-IT-YOURSELF VANILLA EXTRACT KIT: *Make your own extract!*

VANILLA 101 COOKBOOK: *Vanilla Chili! Amish Vanilla Pie! Vanilla Cream sauce for Tuna!*

VANILLA BEANS: *We sell beans, the best beans! Organic and fair trade!*

VANILLA EXTRACT: *Our batches are so small we hand number every bottle! Coveted by chefs!*

VANILLA POWDER: *Add vanilla to foods without adding alcohol! Our vanilla powder is 100% ground vanilla beans!*

VANILLA PASTE: *Most vanilla pastes on the market use corn syrup or sugar syrup as the thickener, not us!*

VANILLA SUGAR: *Made with organic evaporated cane juice sugar and our wonderful vanilla powder!*

*\$1.00 from each Vanilla Kit and
a portion of ALL proceeds go to the
NORTH COAST LAND CONSERVANCY*

**READ MORE
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**NORTH COAST
LAND CONSERVANCY**



NICE BEAVER!

TRIPLE XXX VANILLA PARTNERS WITH THE NORTH COAST LAND CONSERVANCY TO PROTECT BEAVERS

Continued from front...

Beaver hides made the very best hats, especially top hats and they were the high of society for some 300 years. The love of beaver hide all but eradicated them in Europe, and America decimated them into the billions. The frenzy for beaver fur pushed importers to expand into the wilderness of the north and northwest, pushing the known limits of the new world. Native American, French and American trappers travelled about these uncharted lands while the business of the the fur trade was the impetus that created the many of the original forts and settlements on the West Coast of the USA and Canada.

This expansion fueled companies like the Hudson's Bay Company the largest landowner in the world for a time and still a force to be reckoned with today. Other companies who cashed in on beavers were the North West Company, and the American Fur Company which was founded by John Jacob Astor, he facilitated the founding of the first settlement west of the Rocky Mountains way back in 1811, it was known as Fort Astoria and later becoming the city of Astoria, Oregon. Famed author Washington Irving even wrote a book called 'Astoria' about the over land trek made by the American Fur Company to settle Fort Astor. The American Fur Company was also a known opium smuggling operation, but that's another story.



An authentic beaver hat, circa 1840

Another funny thing was discovered about the beaver, its scent gland, known as castor sacs produce a substance called castoreum, which beavers, both male and female use to mark their territory. Castoreum has been used as a medicine for centuries, and when dried and ground into a fine powder it can be used to make perfumes as well as flavorings for vanilla and raspberry products. When and how exactly this discovery was made remains a mystery, but true nonetheless, and the substance is still used today under the title "natural flavoring".

While trappers caught and skinned millions of beavers each year in North America, our nation's ecological health paid the price. Beavers are a keystone species, meaning their health and vitality in an area contributes to the variety of plants and other animals sharing that space. They manage forests and protect rivers and streams from erosion, Beavers are vegetarians that help keep a balance of vegetation in the water so water based animals can flourish too. Like many other animals, beavers regulate their own population growth based on the food supply, so overpopulation does not occur (If only humans were so smart). They also mate for life. That self regulation is why the beaver was nearly wiped out by man's love of the beaver hat in centuries past.

"They should never be trapped anyway for their keystone role in maintaining biodiversity and wetland ecosystems." Says ecologist Douglas Ray who lives not far from where Fort Astor once stood.

It turns out beavers are vital to the well being of our wetlands, and though America in general sees wetlands as unsightly swamps to be filled in for shopping centers and subdivisions, they actually act as the kidneys of our planet, much the same way trees are its lungs. When wetlands were covered over for agricultural land along the Mississippi River and beavers and their habitats eliminated, the natural floodplains of the river were destroyed thus leading to the regular flooding and destruction we hear about nearly annually in the news.

Scientists and ecologists are finally understanding the importance of the beaver to the health and well being of our rivers, streams, wetlands, and to other wildlife. In Oregon, once known as the beaver capital, and where the beaver still features prominently on the state flag and as a college mascot, the North Coast Land Conservancy (NCLC) worked with ecologists and other organizations to reintroduce beavers into the wetlands controlled by the Conservancy. When they did this a surprising things happened (which actually should not be surprising) shoreline erosion stopped, more salmon was spawned and survived, water quality improved, more endangered amphibians appeared, water fowl and wildlife overall increased in the areas. Now the pilot program is moving forward on a larger scale. Even private land owners are participating in the reintroduction of beavers.

Since 1986 the North Coast Land Conservancy has worked to protect the natural lands of Oregon's NW coastline, they control and maintain a variety of small wooded and wetlands of locations around the area that they have purchased, had donated, been given easements through, or via mitigation with developers and corporations. Many of these properties are wetlands where salmon spawn and old growth forests.

The North Coast Land Conservancy's 121 acre Crosel Creek property, ironically just outside Astoria Oregon's city limits hosts an active beaver population whose wetlands engineering is creating ideal rearing habitat for juvenile salmon and, in so doing, is contributing to the biodiversity of this dynamic coastal ecosystem. When staff at North Coast Land Conservancy first looked over the property at the owner's invitation, they found a healthy mixedage and mixed-species forest surrounded by state forest lands, few invasive plants, and a creek that emptied into Youngs River and provided habitat to a wide range of wildlife.

The reintroduced beavers have already been targeting the invasive vegetation, stripping the ivy off of many of the trees, and expertly falling a large holly tree, while thoughtfully leaving the native plants on the property alone. "This is just the kind of partnership we like!" laughed NCLC Executive Director Katie Voelke.



This love of the land and the beaver certainly caught the attention of the Triple XXX Vanilla company, also based in Astoria Oregon. When the founders of the small gourmet vanilla business came to understand that competition for their products included the scent gland of the adorable beaver, they felt the need to take a stand.. The whole idea seemed wrong on so many levels from the beaver, to the often very poor vanilla farmers in the tropical lands that grow vanilla beans, to those unknowingly purchasing the products people needed to know. Beyond knowing, Triple XXX Vanilla founders felt an overwhelming need to do something to help the beaver and its plight.

Then an article in the local newspaper spurred an email from one of the ecologists assisting the NCLC in reintroducing the beaver into local wetlands. This delighted founders of the fledgling vanilla company, as the NCLC was right in their own backyard and they were putting beavers back where beavers were supposed to be!

They put forward a plan, for every DIY Vanilla Kit the company makes one dollar from each will go directly to the NCLC to support their amazing beaver program. Thus a partnership was formed, now every person who buys one of our DIY Vanilla Kits is also helping the plight of the beaver, the plight of the vanilla farmer, and is helping to stamp out fake vanilla forever!

Thank you for making a difference!



Much like Russia's Pussy Riot, beavers need your support, with out it, they will be oppressed, repressed and wiped out. Don't let this happen to our Keystone species such as beavers, wolves and Pussy Riot!

To learn more about the great work being done by the North Coast Land Conservancy got to: <http://nclctrust.org>



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VANILLA RECIPES

From 'Vanilla 101 Cookbook'

KNOCK OUT VANILLA EGG NOG

(Adapted from Cyril K. Collins)

Directions:

Place yolks and egg whites in separate bowls.

Whisk 1/4 c. sugar and 1 t. vanilla with egg yolks.

Mix in rum and whiskey, slowly add milk, whisk lightly.

Beat egg whites until stiff peaks form, beat in 1/4 c. sugar.

Fold egg whites into other mixture, mix until combined, but try not to lose the air in the egg whites.

Stir in 1/2 c. of heavy cream.

In another bowl whip the other 1/2 c. heavy cream and 1 t. vanilla into whip cream.

Fold the whipped cream into egg nog.

Serving at room temperature, ladle into cups, grate or sprinkle nutmeg on top and serve.

Look for a lampshade to wear.

Serves 8

4 eggs

1/2 c. sugar, divided in two quarter cups

1 c. heavy whipping cream,
divided into two half cups

1 1/2 c. milk

1 c. rum

1 c. whiskey

2 t. vanilla

Ground Nutmeg

Appetizer:

SPICY VANILLA & CRAB CHEESE BALL

4 oz. cream cheese

4 oz. chevre cheese, plain

4 oz. shredded cooked crabmeat (not imitation)

1/3 c. mayonaise

2 tsp. vanilla extract, paste or powder

3 T. minced fresh apple, (or any fruit preserve will do)

1 T. minced sweet onion, fresh

1/4 tsp. cayenne chili powder

1/2 to 1 c. toasted almonds finely chopped

Directions:

In a bowl beat cream cheese and chevre with mayonnaise.

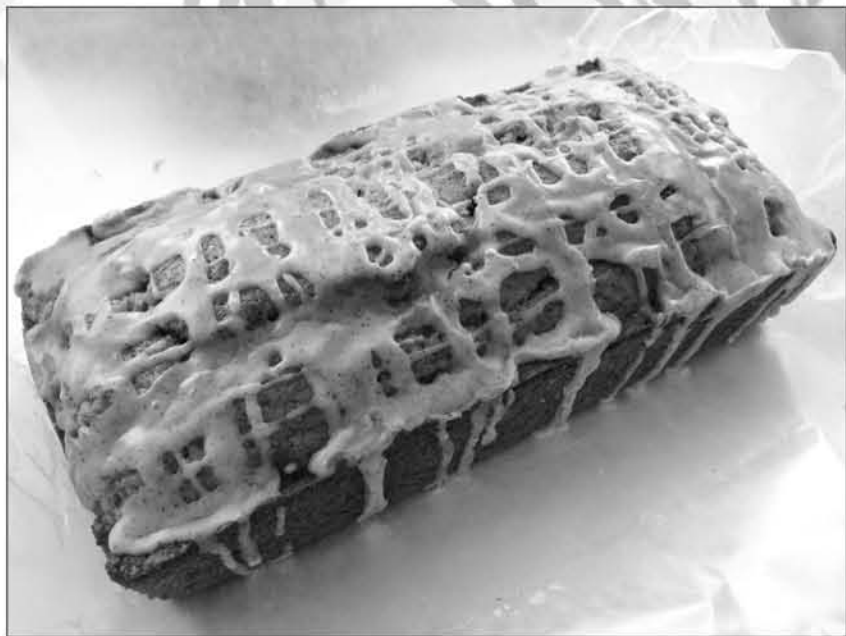
Add apple, onion, chili powder, vanilla, and crab meat mix until smoothly combined 1 2

minutes with a mixer.

Chill for 20 to 30 minutes.

Shape into a ball, then roll ball in chopped almond. Chill for one hour minimum.

Serve with crackers or crusting.



1 1/2 c. flour

1/2 c. sugar

1 T. baking powder

1/4 tsp. salt

2 eggs

1/2 c. butter, melted

1/2 c. milk w/ 2 tsp. vinegar

2 tsp. vanilla powder, paste or extract

1 c. fruit, nuts, chocolate chips (optional)

Directions:

Line muffin pan with paper liners or spray with nonstick spray or rub with butter. Loaf pans can also be used.

Combine all dry ingredients in a bowl.

In a smaller bowl whisk together melted butter, milk, eggs and vanilla.

Add liquids to dry ingredients and stir just until moistened.

Stir in optional fruit, nuts or chocolate.

Fill muffin cups to just over half full.

Bake at 400 degrees for 12 15 minutes, less for mini-muffins. For loaves, bake at 375 degrees for 25-30 minutes.

For Icing:

Mix 1 c. powdered sugar

1 tsp. vanilla powder, paste or extract

1 T. milk or water

Mix until smooth, drizzle over muffins or bread.

BEST VANILLA MUFFINS OR BREAD

LOVE THE BEAVER



USE REAL VANILLA
VANILLA BEANS MAKE VANILLA NOT BEAVERS

HELP PREVENT BEAVERS
FROM BEING POUNDED INTO VANILLA FLAVORING

DEMAND TRIPLE XXX VANILLA

THE WORLDS GREATEST VANILLA

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DONATES A PORTION

OF ITS PROCEEDS TO

RECREATING BEAVER HABITAT

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